

**REMARKS/ARGUMENTS**

Claims 1-9 and 11-29 are present in this application. By this Amendment, the specification and claims 1, 11-13, 15, 28 and 29 have been amended, and claim 10 has been canceled. Reconsideration in view of the above amendments and the following remarks is respectfully requested.

Claims 1-29 were rejected under 35 U.S.C. §103(a) over U.S. Patent No. 5,493,490 to Johnson. This rejection is respectfully traversed.

Without conceding the Office Action's contentions with regard to claim 1, claim 1 has been amended to include the subject matter of claim 10, reciting that the step of delivering the scientific poster according to a desired delivery process includes posting the scientific poster image on an internet web page. In this context, the Office Action on page 5 suggests that Johnson discloses this subject matter at column 5, lines 5-55. This section in Johnson, however, lacks even a remote reference to posting the product proposal on an internet web page. Rather, this section in the Johnson patent describes Fig. 1B conceptually illustrating an electronic template for creating one printed page of a customized proposal. Nowhere does Johnson in this section or elsewhere even remotely disclose or suggest posting to or access of any poster image on an internet web page. Even the images used to build the customized proposal in the Johnson system are stored in a local picture database. See, for example, column 5, lines 27-32. Johnson discloses a report generator 104 to effect processing and generating of the customized printed proposal. See, column 10, lines 29-37. See also column 11, lines 31-36.

Since at least this subject matter is lacking in the Johnson patent, Applicants respectfully submit that the rejection of claim 1 is misplaced. Independent claims 28 and 29 have been

amended to include related subject matter, and Applicants submit that these claims are allowable for reasons similar to those discussed above with respect to claim 1.

Independent claim 21 defines a method of processing scientific posters over a global network. The method includes, *inter alia*, steps of (c) archiving the scientific posters and cross-referencing related scientific posters, and (d) enabling access to the scientific posters via the global network. Although claim 21 is included in a blanket rejection with reference to “the rejection of claims 1-20 above,” Johnson lacks at least this subject matter, and the Office Action does not address this subject matter in the rejection (since this specific recitation is not included in “claims 1-20 above”). Since this subject matter is also lacking in the Johnson patent, Applicants submit that the rejection of claim 21 is also misplaced. Moreover, since the Office Action does not address this subject matter, Applicants submit that the Office Action fails to set forth a *prima facie* case of obviousness with regard at least to claim 21 and those claims dependent thereon. For this reason also, Applicants submit that the rejection should be withdrawn.

Claim 13 has been rewritten in independent form. Claim 13 recites that step (a) is practiced by enabling the user to input drill-down components of the scientific poster, where step (c) is practiced by uploading drill-down component data from the user, and step (d) is practiced by incorporating the drill-down components into the scientific poster image and enabling access to the drill-down components through the image. In this context, the Office Action references Johnson at column 9, lines 14-65. This section in Johnson, however, describes a menu system enabling the user to generate the customized proposal. Although a menu driven system is peripherally related to a drill-down format, this arrangement is merely a user-friendly system to facilitate population of data fields to be included in the printed proposal. Johnson does not

suggest that drill-down components could be incorporated into the poster image, nor does Johnson appreciate an ability to access such components through the image. Applicants thus respectfully submit that the rejection of claim 13 is misplaced.

Claim 15 has also been rewritten in independent form, reciting that step (a) is practiced by enabling the user to input dynamic components of the scientific poster, where step (c) is practiced by uploading dynamic component data from the user, and where step (d) is practiced by incorporating the dynamic components into the scientific poster image and enabling access to the dynamic components through the image. The specification describes that a “dynamic” poster includes an electronic poster that stores, e.g., audio, video and audio/video recordings of the study or related activities. See, for example, paragraph [0037]. The Office Action references the Johnson patent at column 8, lines 15-64. This section in Johnson, however, describes the types of data stored in the various databases accessed to prepare the product proposal. None of this data is even remotely “dynamic” as defined according to the present invention. Indeed, since the Johnson system generates a printed product proposal, the output is not suitable for dynamic components. Applicants thus respectfully submit that claim 15 is also allowable over the Johnson patent.

With regard to the dependent claims, Applicants submit that these claims are allowable at least by virtue of their dependency on an allowable independent claim.

Reconsideration and withdrawal of the rejection are thus respectfully requested.

In view of the foregoing amendments and remarks, Applicants respectfully submit that the claims are patentable over the art of record and that the application is in condition for allowance. Should the Examiner believe that anything further is desirable in order to place the

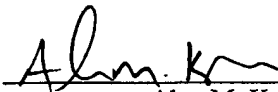
BURGEL et al.  
Appl. No. 09/933,868  
December 22, 2004

application in condition for allowance, the Examiner is invited to contact Applicants'  
undersigned attorney at the telephone number listed below.

Prompt passage to issuance is earnestly solicited.

Respectfully submitted,

**NIXON & VANDERHYE P.C.**

By:   
Alan M. Kagen  
Reg. No. 36,178

AMK:jl  
1100 North Glebe Road, 8th Floor  
Arlington, VA 22201-4714  
Telephone: (703) 816-4000  
Facsimile: (703) 816-4100

Fig. 1

